



SLOAN PARK — MESA, AZ

SPONSORSHIP DECK

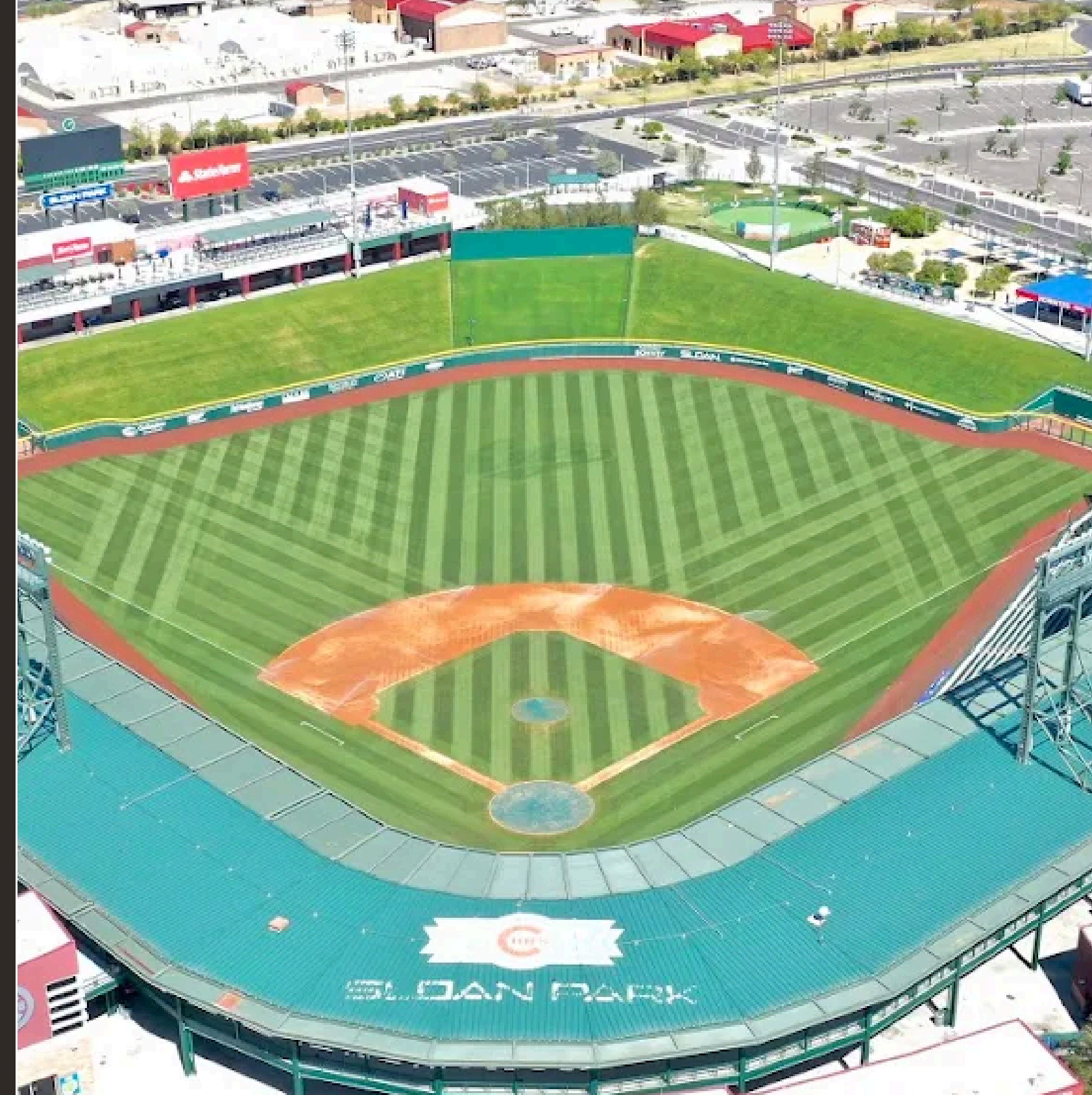
JANUARY 16, 2027

COPPER STATE BEER FESTIVAL RETURNS FOR THE 6TH YEAR TO UNITE CRAFT BEER LOVERS IN ARIZONA!

The largest craft beverage and food festival in Arizona is back - highlighting the best breweries, wineries, cideries & distilleries across the U.S. The annual festival has become a flagship event where festival goers indulge in craft beverages, food culture, games, shopping, and live entertainment.

Copper State Beer Festival is brought to you by Pai Events. An event production company in support of the Craft Beverage industry and local community with over 30 years experience in event production. We pride ourselves on being the largest, best-executed social event within the local craft beverage industry. Doubling in size over the years, tracking to bring 5,000+ attendees in 2027.

The event will be promoted heavily across traditional and digital marketing channels, festival day, and pre-party events at local breweries.



Thousands of people came together to try 250+ beers in Mesa, Arizona. Copper State Beer Festival welcomed more than 4,000 attendees in 2026 all looking to sample the best craft beverages around the world.

THE LARGEST CRAFT BEVERAGE FESTIVAL IN ARIZONA!

PREMIUM BEER, WINE, SPIRITS, FOOD TRUCKS, AND LIVE ENTERTAINMENT FROM LOCAL ARTISTS



100 ALCOHOL VENDORS
40 RETAIL/MARKET VENDORS
20 FOOD TRUCKS
24,000+ ATTENDEES OVER 6 YEARS

**CLICK TO PLAY 2025
HIGHLIGHT VIDEO**



COPPER STATE BEER FESTIVAL REPRESENTS THE NEXT GENERATION OF BEER DRINKERS WHO ARE DRIVING THE MARKET

Copper State Beer Festival brings together Arizona's most engaged craft beverage fans. Our attendees are experience-driven professionals who love discovering new breweries, restaurants, products, and local businesses. They're social, adventurous, and willing to invest in premium experiences, making them highly valuable consumers for sponsoring brands.

ATTENDEE DEMOGRAPHICS

♂ 55 % MALE

♀ 45% FEMALE

ATTENDEE AGE PROFILE

23% 21-29 17% 50-59

32% 30-39 8% 60+

20% 40-49

 MEDIAN AGE: 37

 48% AGES 30 – 49

DIVERSE ETHNICITIES



57% WHITE 7% BLACK

25% HISPANIC 7% ASIAN
4% N/A

FUN FACT:

 Craft beer drinkers are significantly more likely to seek out new brands and flavors than the average consumer, making them ideal early adopters for new products.

COPPER STATE BEER FEST REACH & GROWTH



OVER 25K ATTENDEES OVER 6 YEARS



CSBF 2024 SOLD OUT AT 5,000 ATTENDEES



INSTAGRAM FOLLOWING: 10.2K+



FACEBOOK FOLLOWING: 2.3K+



FACEBOOK EVENT PAGE: 10K+ INTERESTED



4.5 STARS ON GOOGLE



EMAIL LIST: 10K+



FACEBOOK

4.2M FACEBOOK VIEWS

10.7K CONTENT INTERACTIONS

76.4K LINK CLICKS

21K VISITS

INSTAGRAM

2.7M INSTAGRAM VIEWS

627K REACH

51.7K CONTENT INTERACTIONS

33.7K LINK CLICKS

29K VISITS



119,147 WEBSITE SESSIONS

94,393 UNIQUE VISITORS

(FEB 2025 - JAN 2026)

REACH THOUSANDS OF FESTIVAL GO-ERS!

SPONSORING COPPER STATE BEER FESTIVAL PROVIDES A UNIQUE OPPORTUNITY TO GAIN THE ATTENTION OF THOUSANDS OF FESTIVAL ATTENDEES AND CAPITALIZE YOUR BRAND EXPOSURE

Our integrated packages go beyond typical consumer touchpoints, creating opportunities to engage craft beverage lovers in new and unexpected ways. Through premium activations, we collaborate to deliver meaningful and memorable experiences.

We pride ourselves on being more than your average 'beer festival.' Our attendees come for the experience, and as a sponsor, you will be front and center in the magic—leaving an impression on thousands of attendees and creating core memories for them.

Our team takes a proactive approach in helping sponsors develop activation ideas that enhance the attendee experience while ensuring their marketing objectives are met through our range of options.



Our audience is highly engaged, giving you the opportunity to strategically target your message. This is the perfect chance to showcase your brand to the right demographic in a creative and impactful way.

PARTNERS AND ACTIVATIONS



PAST AND PRESENT*



HEADLINE SPONSOR \$15,000 **LIMITED TO 1 SPONSOR ONLY*

BRANDING & EXPOSURE

- Title Rights — Your brand name will be integrated into the official event title (e.g., Copper State Beer Festival presented by [Your Brand]), maximizing visibility across all promotional materials
- Dedicated Social Media & Email Features - Multiple shoutouts across festival channels
- Inclusion in Press Releases - Mentions in media outreach and promotional efforts
- Logo Placement - Featured on ALL marketing materials (posters, flyers, website, social media, email campaigns, etc.)
- On-Site Signage - Prominent placement on banners, entrance signage, and stage backdrops
- Lead sponsor on marketing materials across promotional channels (radio or TV included if applicable)
- First right of refusal for 2028 festival

EVENT ACTIVATION & ENGAGEMENT

- Exclusive Brand Activation or Official Platinum Lounge Sponsor - A prime booth location for unique brand experiences
- Custom Product Integration - The ability to showcase a featured product
- Main stage branded banner and Welcome Banner at entrance
- Onstage 'Thank you' announcements
- (10) Gold Tickets, (10) Silver Tickets, (10) Copper Tickets and (8) Vendor Credentials
- Placement on Copper State Beer Festival Branded Staff T-shirts
- Branded swag bag for Platinum attendees (including sponsor promotional offer/gift - optional)
- Official People's Choice Voting Sponsor



BEER BABES SPONSOR \$10,000

**LIMITED TO 1 SPONSOR ONLY*

SOCIAL MEDIA & CONTENT CREATION

- Sponsored Posts: Feature your brand in our Instagram posts, reels, and stories. Posts will include engaging visuals, strategic hashtags, and brand mentions.
- Content Creation: Photos and videos showcasing your products created by the Beer Babes Family will be shared with our audience and can be provided for your use.
- Brand Ambassadorship: Beer Babes team members will wear your branded merchandise in content shared across our social platforms.
- Tagging & Hashtags: Consistent tagging of your social accounts and the inclusion of agreed-upon hashtags to increase visibility.

EVENT EXPOSURE

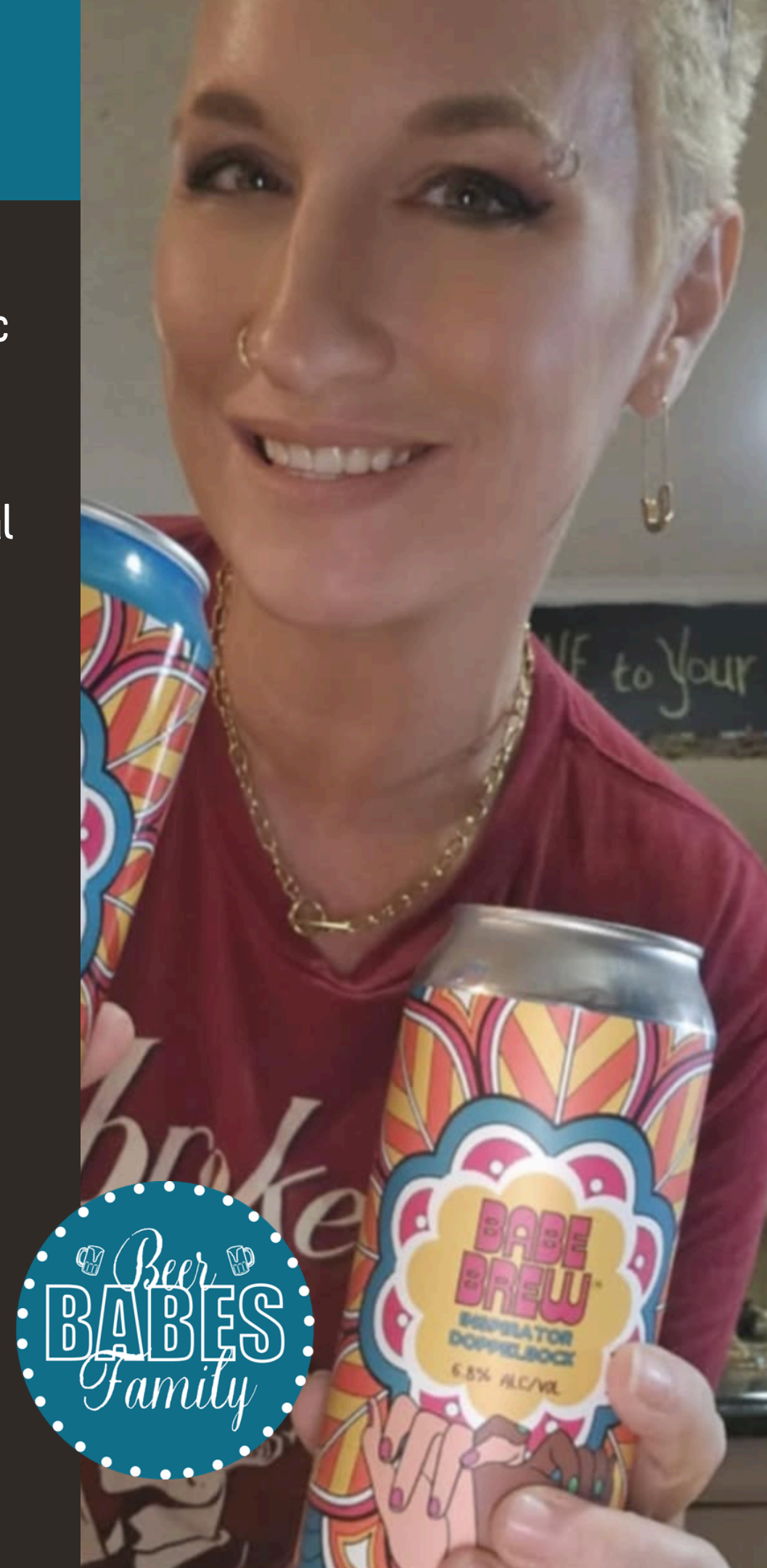
- Booth Presence: Gain a physical presence at CSBF with a branded booth staffed or promoted by the Beer Babes team.
- Interactive Activities: Sponsor-branded contests, giveaways, or photo opportunities hosted by the Beer Babes team at CSBF.
- Brand Integration: Your logo prominently displayed on Beer Babes' gear, such as shirts, hats, and signage.

COLLABORATIVE PROMOTIONS

- Exclusive Offers: Partner with us to promote special discounts, limited-time deals, or unique products directly to our audience.
- Joint Campaigns: Collaborate on co-branded marketing initiatives that highlight your brand and its alignment with the craft beer community.

ONLINE MARKETING

- Website Features: Highlight your brand on the Beer Babes' website, including a dedicated sponsor section and banner ads.
- Digital Ads: Sponsor-focused advertisements shared through Beer Babes' platforms, reaching a targeted audience.



LUXURY SUITE LOUNGE SPONSOR \$7,500 *LIMITED TO 2 SPONSORS

Claim one of Sloan Park's private luxury suites as your brand's exclusive VIP hospitality lounge overlooking Copper State Beer Festival. Guests will enjoy a comfortable, premium hospitality experience while relaxing with exceptional beer, and your brand will be showcased throughout one of the festival's most sought-after gathering spaces.

As a unique highlight, guests will have the rare opportunity to step inside the same luxury suites used during Chicago Cubs Spring Training—an experience available only at Copper State Beer Festival.

- Exclusive branding throughout one private luxury suite
- Onstage sponsor recognition throughout the festival
- (4) Gold Tickets
- (4) Silver Tickets
- (4) Copper Tickets
- (4) Vendor Credentials
- (2) Branded A-frame signs outside the suite
- (1) Instagram/Facebook post or reel
- (1) Dedicated sponsor email blast (10,000+ subscribers)
- Logo featured on the Facebook Event Page
- Logo included in every festival email campaign
- Logo featured on the official festival website

OFFICIAL GLASSWARE SPONSOR \$7,500 *LIMITED TO 1 SPONSOR

Put your brand directly into the hands of every attendee as the Official Glassware Sponsor of Copper State Beer Festival. Your logo will be featured on 4,000+ souvenir tasting glasses used throughout the festival and taken home by guests, creating lasting brand exposure well beyond the event itself.

This high-visibility sponsorship also includes a prominent 20' × 20' activation space, giving your brand the opportunity to engage attendees, distribute samples or promotional items, and create a memorable on-site experience.

- Co-branded logo featured on 4,000+ souvenir tasting glasses
- Premium 20' × 20' brand activation/exhibition space
- Onstage "Thank You" announcements
- (4) Gold Tickets
- (4) Silver Tickets
- (4) Copper Tickets
- (4) Vendor Credentials
- (1) Instagram/Facebook post or reel
- (1) Dedicated sponsor email blast (10,000+ subscribers)
- Logo featured on the Facebook Event Page
- Logo included in every festival email campaign
- Logo featured on the official festival website

KOOZIE LANYARD SPONSOR

\$7,500

**LIMITED TO 1 SPONSOR*

Put your brand around the neck of every Platinum and Gold guest. Your logo will be prominently featured on the official insulated koozie lanyard used to carry each attendee's souvenir tasting glass. As one of the most frequently used accessories during the festival—and a keepsake many guests take home—your brand receives premium, all-day exposure from check-in through the final pour.

- Co-branded logo featured on 1,500+ koozie lanyards
- Premium 20' × 20' brand activation/exhibition space
- Onstage "Thank You" announcements
- (4) Gold Tickets
- (4) Silver Tickets
- (4) Copper Tickets
- (4) Vendor Credentials
- (1) Instagram/Facebook post or reel
- (1) Dedicated sponsor email blast (10,000+ subscribers)
- Logo featured on the Facebook Event Page
- Logo included in every festival email campaign
- Logo featured on the official festival website

OFFICIAL VIDEOBOARD SPONSOR

\$5,000

*LIMITED TO 1 SPONSOR

Own the biggest screen at Sloan Park and put your brand in front of every attendee throughout the festival. As the Official Videoboard Sponsor, your brand will be integrated into the festival experience from the moment guests enter until the final toast. With premium placement on Sloan Park's massive HD videoboard, your messaging will be seen repeatedly by thousands of highly engaged guests, making this one of the most impactful branding opportunities at Copper State Beer Festival.

- Exclusive Official Videoboard Sponsor designation
 - Exclusive videoboard advertising rights (no competing sponsor ads)
 - Branded welcome message displayed as gates open
 - Branded countdown timer leading up to festival entry
 - Sponsor logo featured on the videoboard throughout the event
 - 20-second branded video or static graphic rotations throughout the festival
 - Sponsor recognition on the closing "Thank You" / "See You Next Year" screen
- Onstage "Thank You" announcements
 - Brand Activation/Exhibition Booth Space – 20' × 20'
 - (4) Gold Tickets
 - (4) Silver Tickets
 - (4) Copper Tickets
 - (4) Vendor Credentials
 - (1) Instagram/Facebook post or reel
 - (1) Dedicated sponsor email blast (10,000+ subscribers)
 - Logo featured on the Facebook Event Page
 - Logo included in every festival email campaign
 - Logo featured on the official festival website

OFFICIAL WRISTBAND & SAMPLE TICKET SPONSOR

\$4,500

**LIMITED TO 1 SPONSOR*

Put your brand directly into the hands of every guest. Your logo will be featured on every official festival wristband and drink ticket—the credentials attendees wear and use throughout the entire event—providing continuous brand exposure from check-in through the final pour.

- Exclusive Official Festival Credentials Sponsor
- Logo on 4,000+ co-branded festival wristbands & sample tickets
- Official People's Choice Voting Sponsor with logo featured on voting materials
- Logo on attendee check-in signage
- Sponsor recognition during the festival welcome announcement and onstage throughout the event
- Opportunity to include a promotional offer or QR code in attendee confirmation emails
- Brand Activation/Exhibition Space (20' × 20')
- (4) Gold Tickets
- (4) Silver Tickets
- (4) Copper Tickets
- (4) Vendor Credentials
- (1) Instagram/Facebook post or reel
- Logo featured on the Facebook Event Page
- Logo included in every festival email campaign
- Logo featured on the official festival website

THE CLUBHOUSE SPONSOR (EXCLUSIVE PLAYER CLUBHOUSE ACTIVATION)

\$3,500 *LIMITED TO 2 SPONSORS

Open the doors to one of Sloan Park's most exclusive behind-the-scenes spaces. Transform the Chicago Cubs' Player Clubhouse into a premium branded beer lounge where guests can unwind, enjoy exceptional pours, and experience an area typically reserved for professional athletes. This unique activation combines luxury hospitality with unforgettable access, creating a memorable environment that naturally encourages guests to spend time engaging with your brand.

- Exclusive branding throughout the Sloan Park Player Clubhouse
- Opportunity to customize the Clubhouse with your brand's décor, displays, and activations
- Premium lounge seating and hospitality environment for festival guests
- Onstage sponsor recognition throughout the festival
- (4) Gold, (4) Silver, (4) Copper Tickets & (4) Vendor Credentials
- (2) Branded A-Frame signs directing guests to The Clubhouse
- (1) Instagram/Facebook post or reel
- Logo featured on the Facebook Event Page
- Logo included in every festival email campaign
- Logo featured on the official festival website

Guests will have the rare opportunity to enjoy beer inside the same Player Clubhouse used by Chicago Cubs players during Spring Training—a behind-the-scenes experience available only at Copper State Beer Festival.

THE DUGOUT LOUNGE **\$3,500** *LIMITED TO 2 SPONSORS

Step into one of baseball's most iconic spaces. Transform the Sloan Park dugout into a branded hospitality experience where guests can enjoy premium beer from the same vantage point as the players. This exclusive activation offers unparalleled photo opportunities, a memorable place to relax between tastings, and a one-of-a-kind setting that naturally draws attendees to engage with your brand throughout the festival.

- Exclusive branding throughout the Sloan Park dugout
- Opportunity to customize the dugout with your brand's décor, signage, and activation elements
- Premium hospitality space overlooking the festival grounds
- Onstage sponsor recognition throughout the festival
- (4) Gold, (4) Silver, (4) Copper Tickets & (4) Vendor Credentials
- (2) Branded A-Frame signs directing guests to The Dugout
- (1) Instagram/Facebook post or reel
- Logo featured on the Facebook Event Page
- Logo included in every festival email campaign
- Logo featured on the official festival website

From the players' bench to their beer glass, guests will experience Sloan Park from a perspective typically reserved for the Chicago Cubs during Spring Training—creating a once-a-year experience they'll remember long after the festival ends.

PHOTO WALL SPONSOR

\$2,000

- Logo on Step & Repeat Photo Backdrop/Photobooth Activation
- Brand Activation/Exhibition booth space- 10' X 10'
- Onstage 'Thank you' announcements
- (2) Gold Tickets
- (4) Vendor Credentials
- (1) Instagram/Facebook post or reel
- Logo featured on the Facebook Event Page
- Logo included in every email and on official event website

BRAND ACTIVATION BOOTH SPACE

\$1,000

- Brand Activation/Exhibition booth space- 10' X 10'
- (2) Vendor Credentials
- (1) Instagram/Facebook post or reel
- Logo included in every email and on official event website

WATER SPONSOR

\$1,500

- Exclusive Naming Rights
- 10' x 10' booth space + branded signage placement
- Onstage 'Thank you' announcements
- (2) Gold Tickets
- (4) Vendor Credentials
- (1) Instagram/Facebook post or reel
- Logo featured on the Facebook Event Page
- Logo included in every email and on official event website

VIP SWAG BAG SPONSOR

\$1,000

- Insert of promotional products or offers for Platinum (250) & Gold (1,000) attendees

MULTI-EVENT SPONSORSHIP PACKAGES AVAILABLE WITH COPPER STATE WHISKEY FEST & SALTY TOAST

****OPEN TO CREATIVE COLLABORATIONS - LET'S BUILD A PARTNERSHIP THAT WORKS FOR YOU****



CONTACT US

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